

# GET READY TO **DIG IT!**

INTRODUCING THE NATIONAL OUTREACH PROJECT BENEFITING CHILDREN'S MIRACLE NETWORK: **DIG IT!**



## WHAT IS IT?

**DIG IT!** IS A CAMPAIGN SPECIFICALLY DESIGNED FOR FCCLA. IT'S FUN, AND A HUGE OPPORTUNITY FOR EACH CHAPTER TO DEVELOP ITS OWN AMAZING COMMUNITY OUTREACH PROJECT. AS YOU RAISE MONEY TO MAKE MIRACLES HAPPEN FOR SICK CHILDREN, FLOWERS WILL BE GROWN BY EACH FCCLA CHAPTER... EACH FLOWER REPRESENTING A MIRACLE. EVERY FCCLA CHAPTER WILL THEN CREATE ITS OWN OUTREACH PROJECT! YOU CAN DELIVER THE FLOWERS TO A LOCAL CHILDREN'S HOSPITAL, PLANT THEM IN A CHILDREN'S HOSPITAL GARDEN, PLANT A FLOWER AT YOUR SCHOOL TO HONOR A SICK STUDENT, OR ANY OTHER CREATIVE IDEA THAT YOU AND YOUR CHAPTER CAN COME UP WITH.

## WHEN?

START GETTING EXCITED NOW! YOU WILL START THIS CAMPAIGN IN THE FALL OF 2009!

## WHERE?

IN MIDDLE SCHOOLS AND HIGH SCHOOLS ACROSS AMERICA! EACH FCCLA CHAPTER WILL BE ASKED TO HELP MAKE THIS NATIONAL OUTREACH PROJECT THE NATION'S LARGEST, MOST SUCCESSFUL, NATIONAL OUTREACH PROJECT IN THE HISTORY OF FCCLA!

## HOW DO WE START?

START THINKING NOW! EXPECT A **DIG IT!** KIT TO ARRIVE AT YOUR SCHOOL'S CHAPTER THIS SEPTEMBER! THIS KIT WILL INCLUDE ALL THE INFORMATION AND MATERIALS NEEDED TO GET THE BALL ROLLING: MARKETING MATERIALS, SEEDS, COMMUNITY OUTREACH IDEAS, AND A PLANNING GUIDE TO MAKE THIS SUPER EASY FOR EVERYONE TO GET STARTED AND BE SUCCESSFUL.

## WHY?

EVERY YEAR 17 MILLION SICK AND INJURED CHILDREN ARE TREATED THANKS TO THE 170 PLUS CHILDREN'S MIRACLE NETWORK HOSPITALS ACROSS AMERICA. FCCLA WILL HELP CHILDREN'S MIRACLE NETWORK IN ITS ENDEAVORS TO ENSURE THAT NO CHILD IS TURNED AWAY FROM THE HELP THEY NEED, REGARDLESS OF THEIR ABILITY TO PAY. FCCLA WILL DIRECTLY ASSIST IN SAVING LIVES WHILE PARTNERING WITH THE WORLD'S LARGEST NONPROFIT FOR CHILDREN.

WHEN YOUR LOCAL HOSPITAL RECEIVES A CHECK AT THE CONCLUSION OF THE CAMPAIGN, YOUR HOSPITAL WILL KNOW THAT THEIR LOCAL FCCLA CHAPTER WAS RESPONSIBLE FOR THE FUNDS RAISED!

## PRETTY AMAZING FACTS!

### DID YOU KNOW?

- IN ORDER FOR A CHILDREN'S HOSPITAL TO RECEIVE FUNDING FROM CHILDREN'S MIRACLE NETWORK, IT MUST ACCEPT EVERY PATIENT, REGARDLESS OF THEIR ABILITY TO PAY.
- MORE THAN 17 MILLION CHILDREN ARE TREATED EVERY YEAR AT HOSPITALS BENEFITTED BY CHILDREN'S MIRACLE NETWORK.
- DID YOU EVER WONDER WHERE YOUR MONEY GOES WHEN YOU MAKE A DONATION? CHILDREN'S MIRACLE NETWORK'S OPERATING EXPENSES ARE FUNDED BY CORPORATE UNDERWRITING...INDIVIDUAL DONATIONS, LIKE **DIG IT**, BENEFIT INDIVIDUAL HOSPITALS.
- FUNDS RAISED ARE REDISTRIBUTED BACK TO A CHILDREN'S MIRACLE NETWORK HOSPITAL CLOSEST TO YOU!

  
**Children's  
Miracle Network**

## YOUR VERY OWN SPOKESPERSON

MEET SIMON CURTIS! STAR OF NICKELODEON'S SPECTACULAR! SIMON HAS AN AMAZING STORY TO TELL. DIAGNOSED WITH LEUKEMIA AT AGE 10, SIMON DEFIED THE ODDS AND SURVIVED, NOT ONLY TO LEAD A HAPPY, HEALTHY LIFE, BUT ALSO TO FOLLOW HIS DREAMS AND INSPIRE SICK CHILDREN ACROSS THE NATION. AT AGE 10, WHILE RECEIVING A BLOOD TRANSFUSION AS A PART OF HIS CANCER TREATMENT, SIMON ASKED HIS MOM IF HE COULD AUDITION FOR A BROADWAY MUSICAL THAT HAD COME TO HIS TOWN. SIMON NOT ONLY BOOKED THE ROLE, BUT WENT ON TO PROVE THAT YOUR DREAMS CAN COME TRUE NO MATTER WHAT LIFE THROWS AT YOU. SIMON WILL BE WORKING WITH CHILDREN'S MIRACLE NETWORK AND FCCLA TO PROMOTE THE WORK YOU ARE DOING. AS YOU HELP CHILDREN LIVE THEIR DREAMS, SIMON WILL BE WORKING TO ENSURE THAT THE WORLD KNOWS THE AMAZING WORK FCCLA IS DOING!

## MUSIC STARS TOO

SIMON WILL NOT BE ALONE IN PROMOTING FCCLA! THE MUSIC GROUP, MENU DO, WILL BE WORKING TO PROMOTE THE INCREDIBLE EFFORTS OF FCCLA! MEMBERS OF MENU DO WILL BE BUSY VISITING CHILDRENS HOSPITALS AND SPEAKING ABOUT YOUR HARD WORK. YOU CAN SEE THEM BELOW WITH CHILDRENS HOSPITAL OF LOS ANGELES PATIENT TIANNA. POSSIBILITIES ARE LIMITLESS WITH THIS TYPE OF PARTNERSHIP...

BE SURE TO DOWNLOAD THE CAMPAIN THEME SONG, MY DREAMS, WRITTEN AND PERFORMED BY MENU DO'S MONTI MONTANEZ. THE SONG IS AVAILABLE ON ITUNES.

## MENU DO



PHOTO BY STEVE VILLA



## A GREAT PARTNERSHIP

POPSTAR! MAGAZINE WILL BE HIGHLIGHTING THE WORK YOU ARE DOING TOO! IN MULTIPLE ISSUES, POPSTAR! MAGAZINE WILL SHOW POTENTIAL FCCLA MEMBERS JUST WHAT GREAT LEADERS YOU ARE. LOOK FOR DIG IT! PHOTOS AND ARTICLES IN THE NOVEMBER/DECEMBER ISSUE. YOU WILL INSPIRE FUTURE MEMBERS TO BE POSITIVE LEADERS... JUST LIKE YOU!

## SIMON CURTIS



## PRIZES!

### RECOGNIZING THE TOP RAISERS!

A NATIONAL AWARD, EXCLUSIVE TO THE CHAPTER THAT RAISES THE MOST MONEY, WILL BE PASSED FROM CHAPTER TO CHAPTER EACH YEAR. A TROPHY WILL BE GIVEN TO THIS CHAPTER, AS THEY ARE RECOGNIZED, AT THE 2010 NATIONAL LEADERSHIP CONFERENCE IN CHICAGO! ONLY ONE FCCLA CHAPTER WILL BE AWARDED THIS PRIZE EACH YEAR, WITH ITS INFORMATION PERMANENTLY PLACED ON THE TROPHY FOR YEARS TO COME.

IF YOUR CHAPTER RAISES:

**\$100.00:** OUTSTANDING CITIZEN STATUS  
YOU WILL BE RECOGNIZED BY NAME AT THE 2010 NATIONAL LEADERSHIP CONFERENCE IN CHICAGO.

**\$2,500.00:** TRUSTED SIDEKICK STATUS  
YOU WILL BE GIVEN OUR SUPERHERO CERTIFICATE AND BE RECOGNIZED BY NAME AT THE 2010 NATIONAL LEADERSHIP CONFERENCE IN CHICAGO.

**\$5,000.00:** SUPERHERO STATUS  
CONGRATULATIONS! YOU WILL RECEIVE A ONE-OF-A-KIND, LIMITED EDITION, SUPERHERO PIN, SUPERHERO CERTIFICATE, AND BE RECOGNIZED AT THE 2010 NATIONAL LEADERSHIP CONFERENCE IN CHICAGO.

IF YOUR STATE RAISES THE MOST MONEY:  
YOU WILL BE IN FOR A BIG TREAT! SIMON CURTIS WILL FLY OUT TO YOUR STATE CONFERENCE. HE CAN'T WAIT TO SHARE HIS EXPERIENCES WITH THE WINNING STATE!

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